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the newsletter of the american massage therapy association

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PRESIDENT'S LETTER

One never knows what lies ahead when starting on a path. This can be a metaphor for our personal lives, our professional lives, the association, the profession and beyond. It also can be literally true, as when I set out on a walk with friends around a lake during a recent getaway.

Our group looked at a map of the area that we wanted to explore before setting out. Our morning was to start with a short walk around the lake, followed by brunch on the balcony of our hotel. Armed with a bottle of water and fueled by two cups of coffee, we set off for a stroll. We discovered that around each bend in the path, there were new sights, amazing vistas, beautiful rock formations and a new appreciation of the path we had just travelled. Three hours and miles later, after climbing up the side of the mountain for what seemed like 1,000 feet, we finally had that brunch!

The impromptu hike tested my stamina and determination. It reinforced for me that I am limited only by my own perceptions of what I can or cannot do, and that I am only as good as the support I have from those walking the path beside me.

As we walked, I couldn't help but think about the path that AMTA and our profession are on and how similar it is to the adventure I was having. AMTA has been experiencing bends in the road and exploring new frontiers. I believe that through collaboration, together we can make a difference, and we have focused on that premise as we forge ahead into new territory. This applies to us as members, volunteers, and staff of AMTA as well as through our alliances with other stakeholders in our profession. It is only by coming together, going forward on the path and exploring new vistas, while being mindful of where we have been, that our profession and association will grow, move forward and thrive.

This is my last letter to you as AMTA president. When I started volunteering as secretary of the AMTA-North Carolina Chapter in 1993, I could never have imagined the path that lay ahead of me or the amazing individuals who would be with me as we rounded the bends and climbed to new heights. It has been an incredible journey—one that I might not have planned if I had just looked at a map, but one I would not trade for any other. The rewards have been priceless.

Thank you for allowing me to serve, and my eternal gratitude to those who have been with me on this journey. I encourage you to consider how you, too, could join the others on the path through volunteering at the chapter or national level. Who knows, we may see one another again on the road ahead!

Blessings,

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

Finance for Your Future

When you're just getting out of school and looking for a job, perhaps preparing for your future has more to do with sending out resumes than saving money. Or if you own a massage therapy business, perhaps you think taking care of your financial future has to wait until you get up and running. You might work for a spa or another massage professional and assume your employer provides a retirement savings vehicle, such as a 401(k) account.

The truth, however, is that you are in control of managing your money. It may seem intimidating, but there are steps you can take to secure your financial future. Here are a few simple ideas to help start you on your way.

Get a handle on what you spend. Before you can start saving, you need to have a good idea of what you're spending. Figure what you bring home each month, and subtract from this the amount you're putting in savings. If you aren't setting any money aside, you are spending all the money you bring home—not a good idea.

Set goals for yourself. You may find you're having a hard time getting motivated to save. You might even think that you don't make enough money to put toward savings. Every little bit counts, though, and you don't have to start big to make a real impact. "Start small," says Marc Silverman, a certified financial planner in Miami, Florida. "There is always room to save more aggressively when you can afford to do it."

Create a budget. Once you have goals that include saving, create a budget so you can implement your savings plan. Take a hard look at what you're spending and cut costs wherever possible, especially if you have debt that needs to be paid off. Can you make your coffee at home instead of visiting a coffee shop? If you have kids, can you join a babysitting cooperative? You don't have to give up everything you enjoy, but you should put your spending habits under a magnifying glass and make cuts where you can.

Pay off credit card debt. Sometimes it's easy to pull out the credit card, but making it a habit can quickly weaken any plans you might have for saving. Creeping interest rates can make paying off a balance very difficult. If you have considerable credit card debt, you might consider competing offers you receive in the mail, or ask your lender to lower their interest rate. Many companies offer one year of zero interest on transferred balances, for example, which would allow you to pay down debt without accruing interest. But be sure to check the offer details carefully for other fees or charges.

Start now. Some people get caught up in thinking that it's too late to start saving. "I always ask people if it's too late to start exercising or too late to quit smoking," Silverman says. "Most respond no, and the same holds true for saving." Again, you can start small so you don't feel overwhelmed. "Look at a company-sponsored retirement option, if available, or an individual retirement account," encourages Silverman. "These are good places to begin investing, and your money will grow tax-deferred."

Want more tips for managing your money? Look for "Financing Your Future," by Michelle Vallet, in the Spring 2009 issue of mtj, mailing mid-February.

STRONG SAVINGS WITH AMTA

When the economy is weak, it can affect your business. Your AMTA membership gives you access to many business discounts and advice that can help you stay strong during tough economic times—and maybe start you saving for your future, too! Here are just a few:

www.amtamassage.org/member/pdf/T-Mobile-Flyer.pdf You may need your cell phone for appointments and more. T-Mobile offers a 10 percent discount for service and special products to AMTA members. If you normally have a $60 monthly service fee, you could save $72 for the year with this plan!

www.amtamassage.org/shoppingmall Take advantage of your member discount by buying massage supplies through AMTA's online Shopping Mall. You can save up to 30 percent on supplies for your practice. Just log in with your member ID to see your discount!

www.findamassagetherapist.org Are you signed up with *AMTA's Find a Massage Therapist*® national locator service? Connect with clients who could be searching for you and get listed today!

www.amtamassage.org/JobBank Post a resume, search job listings or post an open position—all free for members.

www.amtamassage.org/ClassifiedAds If you have extra massage equipment to get rid of, post a free classified ad for items you want to sell. You never know who may be looking for those exact items in your area. Or, search ads for the items you need!

Special Member Appreciation Gift

AMTA is more than 58,000 strong because of you. To show our thanks for your support, we've prepared some special new offers—more than $250 in extra savings on products to maintain your practice and help you grow throughout the coming year.

We know how difficult it is to maintain a successful practice. Make it a little easier by cashing in on our appreciation. Look for these bonus discounts in your 2009 renewal kit!

PAIN RELIEF IN CANCER CARE

A RECENT STUDY FUNDED IN PART BY THE NATIONAL INSTITUTES OF HEALTH/NATIONAL CENTER FOR COMPLEMENTARY AND ALTERNATIVE MEDICINE FOUND THAT MASSAGE THERAPY MAY HAVE IMMEDIATE EFFECTS ON PAIN AND MOOD FOR PATIENTS WITH ADVANCED CANCER.

Researchers at 15 United States hospices in the Population-based Palliative Care Research Network investigated the benefits of massage versus simple touch therapy—placing both hands on specific body sites—in patients with advanced cancer. The study group of 380 participants who were experiencing moderate to severe pain was randomly assigned to receive six 30-minute sessions of either massage or simple touch therapy over a two-week period.

Results showed both groups experienced significant improvements in pain relief, physical and emotional distress, and quality of life. Improvement in pain and mood immediately following treatment was greater with massage than with simple touch, but researchers did not find sustained effects for either therapy.

The researchers concluded that massage therapy may provide some immediate relief for patients with advanced cancer. They also suggest that simple touch, which can be provided by family members and volunteers, may also help these patients.

Pain and depressed mood are common problems for patients with advanced cancer. While drug therapies can reduce symptoms, they don't always work and often have troublesome side effects. A recent study in the *International Journal of Radiation Oncology *Biology *Physics* found that even though pain is one of the most common symptoms of cancer patients, many of them do not receive adequate therapy for the pain caused by their disease or treatments.

Symptom relief is an important part of end-of-life care, and small studies have suggested that massage therapy may benefit people with advanced cancer. Researchers think that massage may interrupt the cycle of distress, offering brief physical and psychological benefits. Physically, massage may decrease inflammation and edema, increase blood and lymphatic circulation, release endorphins and relax muscle spasms. Psychologically, massage may promote relaxation and distract from pain and depression.

"When patients near the end of life, the goals of medical care change from trying to cure disease to making the patient as comfortable as possible," says Jean S. Kutner, MD, MSPH, head of the massage/touch therapy study that appeared in the *Annals of Internal Medicine*. "This study is important because it shows massage is a safe and effective way to provide immediate relief to patients with advanced cancer."

Sources: www.sciencedaily.com 10 Sep 2008, 16 Sep 2008; nccam.nih.gov 06 Nov 2008.

HOUSE OF DELEGATES **2008**

The AMTA House of Delegates (HOD) voted on four recommendations and four position statements at their annual meeting on September 18, 2008, during the AMTA National Convention in Phoenix, Arizona. Three of the four recommendations and three of the four position statements passed.

Individual members have the opportunity to propose directions AMTA should pursue, or changes AMTA should make in the way it functions, by submitting recommendations to their chapters. If recommendations are approved by chapters, they are submitted to the House of Delegates Operations Committee by the chapters or chapter delegates. After the HOD approves the recommendations, they are forwarded to the AMTA Board of Directors for further consideration.

A position statement is AMTA's position on professional or public policy issues that relate to the mission and goals of the association. Proposals for position statements can be developed and submitted by any member. For a position statement proposal to be considered at the next meeting in September 2009, it must be submitted to your delegate by **February 1, 2009.**

FOR MORE INFORMATION

(login required):
www.amtamassage.org/member/chapters/hod2008min.html
www.amtamassage.org/member/house_delegates.html
www.amtamassage.org/member/positionintro.html

Volunteer for the National Board

AMTA is looking for members to run for election to the national AMTA Board of Directors. The president term is March 1, 2010, to February 28, 2013, progressing from president-elect to president and then immediate past president; the vice president term is March 1, 2010, to February 29, 2012; and the member-at-large term is March 1, 2010, to February 29, 2012.

To learn more about the roles and responsibilities for these elected positions, log in at **www.amtamassage.org/member/volcen.html** and scroll down to "Volunteer Job Descriptions: National Board." To request a candidate application packet, contact Gail Friedman at **gfriedman@amtamassage.org**. Applications will be available starting March 1, 2009.

Progress for the Profession

Representatives met in Kansas City, Missouri, November 5–7, 2008, to continue development of a massage therapy body of knowledge (MTBOK). This was the next step in a collaborative effort to advance the profession.

Attendees represented the following organizations:

- American Massage Therapy Association (AMTA)
- AMTA Council of Schools
- Associated Bodywork & Massage Professionals
- Federation of State Massage Therapy Boards
- Massage Therapy Foundation
- National Association of Nurse Massage Therapists
- National Certification Board for Therapeutic Massage & Bodywork

Four additional individuals with a commitment to and knowledge of the profession, who have exhibited strong collaborative and leadership skills, also attended.

The intention was to come to agreement on the definition, scope and approach to the actual work of establishing a common MTBOK, which will be done by subject matter experts in the field including practitioners, educators and researchers.

Definition and Scope

Participants agreed on the following definition for the MTBOK:

The body of knowledge for the massage therapy profession is a living resource of competencies, standards and values that inform and guide the domains of practice, licensure, certification, education, accreditation and research.

Competencies refer to the knowledge, skills and abilities that enable massage therapists to perform their work in a safe and effective manner.

Knowledge is the technical information, theory and research that support the practice.

Skills are the psychomotor capabilities a massage therapist uses.

Abilities are demonstrable behaviors–both innate and learned–that result in an observable outcome in the treatment setting.

Each of these will be defined for both the entry level of practice and specialized and advanced practice.

Standards are the established and documented norms or requirements for the profession. They include such components as:

- Scope of practice definition
- Code of ethics
- Standards of practice
- Nomenclature
- Taxonomy
- Education standards (including curriculum standards, teacher qualifications and institutional requirements)
- Workplace standards (including ergonomic factors, facility requirements and practitioner capacities).

Values are the unique attributes, qualities and principles that are embodied by individual massage therapists and by the institutions and organizations that comprise the profession.

Attendees determined that the **foundational elements** of the MTBOK shall consist of:

- Definition of massage therapy (scope of practice, terminology, describing the field).
- Definition of the competencies of an entry-level massage therapist in terms of knowledge, skills and abilities.

The standards listed above will further define the norms, requirements, language and accepted practices for the profession. Competencies for specialized and advanced areas of practice will also be defined.

Approach to the MTBOK

The initial phase of the project will be to define the foundational elements listed above. The meeting participants agreed that the work should be conducted by a task force independent from the control or undue influence of any stakeholder group or other professional entity.

This task force will be made up of professionals held in high regard and acknowledged as subject area experts. It is likely that a staff person unaffiliated with any massage profession organization will be hired to manage and support the activities of the task force.

As part of its independence, the task force will share its results with the profession broadly, and not seek approval or ratification from any stakeholder group. However, the participants agreed that the task force should establish a process to circulate its findings for comment.

Stewardship Group

In the best interest of the profession, the participating organizations agreed their role in this project should be one of stewardship. This means they will not control the project but will be accountable for its success. The group also looked at the resources needed for this project, criteria for task force members, an estimated timetable and financial costs of the work.

The stewardship group will have representatives from:

- American Massage Therapy Association
- AMTA Council of Schools
- Associated Bodywork & Massage Professionals
- Federation of State Massage Therapy Boards
- Massage Therapy Foundation
- National Certification Board for Therapeutic Massage & Bodywork.

The stewardship group will confirm details of the MTBOK plan over the next several months through conference calls and a potential face-to-face meeting.

Attendees appreciated the collegial spirit of the MTBOK meeting and are committed to the common goal of advancing the profession. Each expressed their continued support for this unifying and collaborative effort.

Helping Those Who Help Others

By JoAnn Milivojevic

Crystal Stevenson-Wright (IL), LMT, NCTMB, is a Chicago-based massage therapist and instructor who organizes two volunteer events annually.

Giving back to those who help others, like war veterans or the American Lung Association, is what motivates her to round up massage therapy volunteers. Good organization and planning help ensure her success.

"I start a couple of months in advance of the event," explains Stevenson-Wright. "I put the word out on the AMTA Volunteer Connections website and at the school. It's most important to get solid commitments from students and licensed massage therapists as soon as possible."

As a former instructor at the Massage Therapy Department of Illinois School of Health Careers–O'Hare, she was involved with the local United States Department of Veterans Affairs (VA) to place volunteer students at various VA events. This past summer, the local VA hosted a Welcome Home health fair for vets returning from Iraq. The goal was to inform vets about available health and education benefits. Massage therapists were there to help with relaxation.

Three student and three professional massage therapists attended the four-hour event, held at the University of Illinois at Chicago. Massage therapists brought in their own tables or chairs, and gave complimentary massages lasting about 15 minutes. In all, about 100 vets received massages.

"For me the most wondrous aspect was to see how young these people are," says Stevenson-Wright. "They call themselves vets and they're in their early 20s. They were so polite and very receptive. They kept saying, we need these massages."

Stevenson-Wright also organizes volunteer massage therapists for an event called Hustle Up the Hancock. This annual fundraiser for the American Lung Association involves nearly 3,000 participants who stair-climb their way up 94 floors of the John Hancock building in downtown Chicago. She explains there are different dynamics at work when organizing for larger events like this one. Because there are so many participants, the volunteers are working almost constantly through their two-hour shifts. They need to know that upfront.

It's also important to coordinate well with the event organizers. "It's easy to get lost in the fold at larger events. Make arrangements with event organizers to provide refreshments, validated parking or let you know where there might be discounted parking," she recommends.

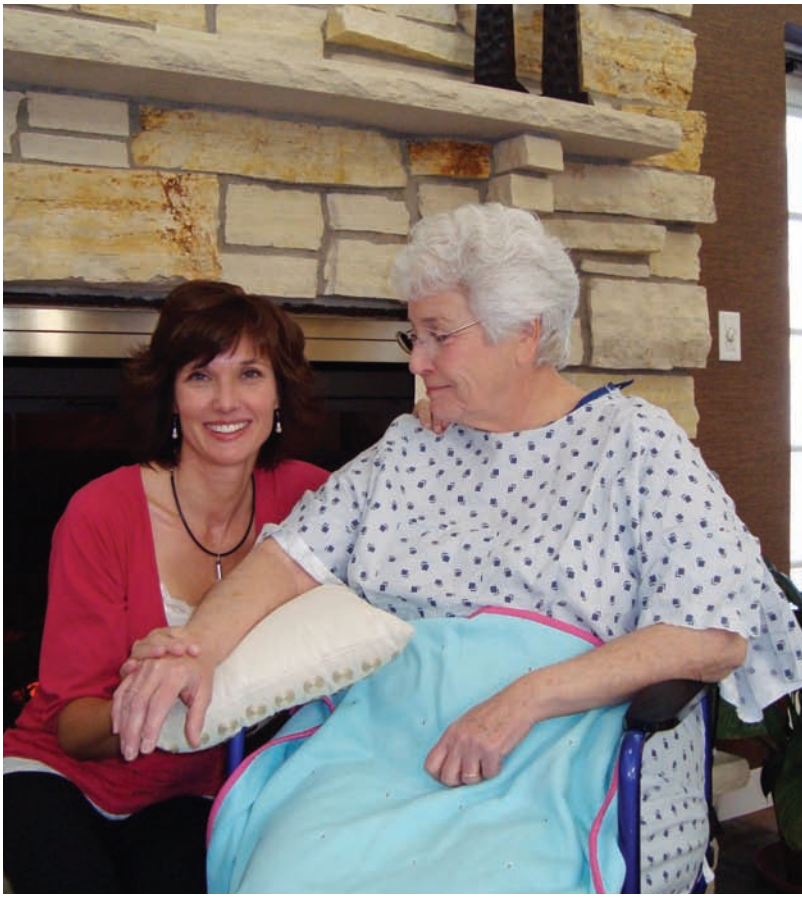
Her advice to others is to find a cause to which you are personally drawn. That way the potential inconveniences and time constraints won't feel like a burden. What you'll take away instead are all the benefits.

For more information: **www.amtamassage.org/member/volunteer.html**

Crystal Stevenson-Wright (IL) organizes volunteer massage therapists for various educational and fund-raising events. Here she and another volunteer therapist provide their relaxing touch.

Touch of Compassion

By JoAnn Milivojevic



After 20 years as a stay-at-home mom, Kellie Linden (IA) was searching for a new passion as her children left the nest. She found it as a massage therapist for shut-ins and the terminally ill. She was licensed in 2007 and operates under the business name A Touch of Compassion in North Liberty, Iowa.

WHERE DO YOU WORK?
I have a contract with Hospice of Mercy in Cedar Rapids, Iowa, and also work with the palliative care department at Mercy Medical Center. I work in the hospital, at a hospice house, and I go to people's homes. I massage about 10–15 people per week.

WHY DID YOU WANT TO MASSAGE THIS POPULATION?
My mom was a caregiver to the elderly, and in my preteens I volunteered in a nursing home. People have a hard time reaching out to those who are terminally ill. It's a scary time. I think it's an honor and blessing to be with them as they are entering their next stage. Most of them are in bed 24/7 and may not leave their rooms for months. Massage provides a relief and release from their anxiety and stress. It's like a little vacation.

DESCRIBE WHAT IT'S LIKE TO DO THIS WORK.
The hospital's patients have been evaluated by a nurse prior to our arrival. We know their illnesses, medications, contraindications and areas that may need attention. We do a lot of compassionate touch. For example, light and gentle massage to backs, faces, hands and feet. The idea is to give them comfort touch. I'm not necessarily trying to extend range of motion or release trigger points—those clients are few and far between. Relaxation is the goal. I play soft music and give them a pampering, spa-like experience. My clients often tell me that the massage is the highlight of their week.

WHAT CHALLENGES ARE INVOLVED?
To be admitted into hospice, a patient is terminally ill. As massage therapists, we know that going in. You have to know in your heart whether you can handle that or not. I am strong in my faith and I know they are going to a better place.

Patients in palliative care aren't necessarily terminally ill. They do suffer from challenges such as Lou Gehrig's disease. Our goal is to provide comfort.

WHAT DO YOU ENJOY MOST?
Meeting all these incredible people. They have had time to reflect on their lives. Their stories and advice give me more than any paycheck I could ever receive. One of my clients was in an accident as a child and has been quadriplegic for more than half his life. His spirit is always so upbeat. He is such an inspiration. My intention is to cheer *him* up and I walk out with *my* day brightened. These people put perspective on life. It's about family and people, not material things. We all know that, but we forget when we get caught up in the daily hubbub of our own lives.

FOR PEOPLE INTERESTED IN SIMILAR WORK, WHAT DO YOU RECOMMEND?
Contact your local hospice and hospitals. Whether you work as a volunteer or as a paid massage therapist, working with these patients will change your life forever.

See "Pain Relief in Cancer Care" on page 4 for more of the latest research on massage for end-of-life care.

FOR MORE INFORMATION:

www.hospicefoundation.org
www.nhpco.org

We want to hear from you! Where do you work and what do you find especially meaningful in what you do? Write to us at **handson@amtamassage.org**. Please include "where I work" in the subject line, and provide your contact information in the message.

Learn to Spot E-mail Scams

Over the last few years, many massage therapists have received e-mails from people who claim to have found their e-mail address on AMTA's website. Then they give a standard scam approach. You should know that AMTA does not display the e-mail addresses of members who provide e-mail contact through *AMTA's Find a Massage Therapist*® national locator service.

The National Office has even heard from massage therapists who are not AMTA members, but received an e-mail from someone claiming he learned of the therapist through AMTA. There are many different ways scammers can find your e-mail address, such as Internet chat rooms, web pages, web forms, online directories, AOL user profiles or even just by guessing.

The Scam

The most common scam approach involves an e-mail from someone in another country, who claims to be planning a visit to the United States and wants to schedule a series of massage sessions. After you set a price, this person sends a cashier's check for far more than the cost of the sessions and asks you to return the difference. Unfortunately, the check is a fake.

Even though your bank may tell you the check has cleared, it actually takes a bank several weeks to discover the fraud. By then, you've lost the amount sent as a refund, and the bank requires you to repay the entire amount of the check.

This common scam is directed at people in several professions. There are different variations, but the approach is the same.

The Federal Trade Commission gives practical tips on how to protect yourself from e-mail scams or other forms of computer misuse. You can learn more about it at **http://onguardonline.gov**. And remember, if an offer sounds too good to be true, it probably is too good to be true.

AMTA urges you to be careful opening e-mails from people you don't know. If someone claiming to be affiliated with AMTA contacts you and it seems suspicious, please check with the National Office toll-free at 877-905-2700 or by e-mail to **info@amtamassage.org.** Contacting the National Office lets AMTA know what scams are taking place and helps us alert other members.

Refer a Friend

Let AMTA Pay your Professional Membership Dues!

Receive $50 off your next membership renewal for each friend that joins. Refer five or more friends and your next renewal is FREE! Your referred friends receive a special first-year Professional member rate of $199, plus chapter fee.

It's easy! Just tell your massage therapist friends about the program. Then go to **www.amtamassage.org/referafriend** to enter your friends' contact information and we'll take it from there.

Go online or call us today at 877.905.2700.

PLEASE NOTE: You must be a Professional Active member to qualify. The friends you refer must be new members or have a lapsed membership of more than 12 months. In order to receive the $50 off per referral, each friend you recommend must qualify and join as a Professional Active member and cannot have been previously referred by another member. The total amount you earn will be credited on your next membership renewal notice. This offer cannot be applied retroactively or combined with any other offer.

Reach Professional Excellence with AMTA

A Healthy Touch

By Randy Cotterell (TN)

This year, in observance of National Massage Therapy Awareness Week (NMTAW), the board of AMTA-Tennessee Chapter wanted to make a difference. We decided to create a community-building experience of compassion that educated the public on massage, while raising awareness on HIV/AIDS, including the many benefits of massage for those suffering from this terrible disease. After hours of tossing ideas back and forth, and much reflection, "A Healthy Touch of Education for HIV/AIDS" was born.

On October 22, 2008, members of the chapter, along with some massage students, joined forces and headed to our destination points to give free chair massages. Free-will donations were accepted for the massages. All donations went to support the Samaritan Ministry, a ministry to persons with HIV/AIDS in the Knoxville community; Friends for Life, which helps people affected with HIV/AIDS live well; and the Massage Therapy Foundation.

I am grateful to everyone who volunteered for this event, and to the people and businesses that provided donations, allowing us to give all the money we raised to the organizations we chose to support. While I would have liked to raise even more than we did, the event was also a success in raising awareness of the benefits of massage, building relationships, and educating the public and ourselves on HIV/AIDS.

We as licensed professionals know the benefits of massage, yet many of us are still afraid to give healthy touch to those with this disease. The question we need to ask ourselves is, how are we going to treat someone when we find out he or she is afflicted with HIV/AIDS? Are we going to turn them away, or open our arms in a compassionate healthy touch?

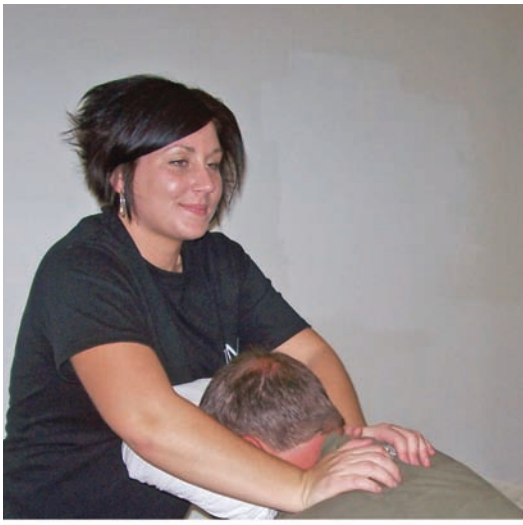
I challenge each of us licensed professionals, and those in massage schools, to go find the one thing that touches our heart most and give it our best. It may be volunteering for an event to give back to the community; it may be working with those who suffer from one of many debilitating diseases; or it may be educating the public on the many ways massage can help.

It's a big world out there with many people in need. We may wonder how we can possibly help everyone. Maybe we can't, but to that one person whose life we do touch, we may mean the world.

FOR MORE INFORMATION:
www.samaritancentral.org
www.friendsforlifecorp.org
www.massagetherapyfoundation.org

Volunteers Amanda Caldwell (TN), LMT, and massage students from Roane State Community College at "A Healthy Touch of Education for HIV/AIDS." • Randy Cotterell (TN), LMT, and Kimberly Getto-Stewart (TN), LMT, provide massage during the charity event. • *left to right*: Wayne Smith, director of Samaritan Ministry, with volunteers Chris Sluss (TN), LMT, Amanda Caldwell, Kimberly Getto-Stewart and Randy Cotterell.

Show & Tell



Members of the AMTA-Utah Chapter found an unusual way to celebrate National Massage Therapy Awareness Week® (NMTAW), October 19-25, 2008. They donated their time and talent to offer chair massage at the Body Worlds III exhibit at the Leonardo Museum in Salt Lake City.

The Body Worlds website describes the exhibits as "first-of-their-kind exhibitions through which visitors learn about anatomy, physiology, and health by viewing real human bodies, [preserved] using an extraordinary process called Plastination." Visitors get an up-close view of muscles and organs displayed as whole-body poses, individual organs, organ groups and body slices.

Volunteer therapists set up massage chairs at the exit of the exhibit, where they could answer questions people had after viewing the exhibit. Some clients asked what muscles the therapists were working on during their massage, which gave the volunteers a chance to teach them more about the body and the power of touch. In all, 128 people received massage from nine volunteer therapists.

All the members of the Utah chapter were invited to hang Leonardo Museum and NMTAW posters in their offices. The exhibit offered each member who displayed Body Worlds III posters two promotional passes that could be gifted to clients. Massage therapists also had the chance to earn three continuing education contact hours at the exhibit through a two-day class. Participants toured Body Worlds III and engaged in an anatomy review.

The Body Worlds exhibit, once seen, is hard to forget. This year it helped AMTA members make an unforgettable NMTAW, too! How will you celebrate NMTAW next year? Start making your plans now for October 25–31, 2009!

Remember the Past–Create the Future

If you're an educator in massage therapy, take part in creating your future by attending the AMTA Council of Schools™ (COS) Leadership Conference and Annual Meeting, January 22–24, 2009, in San Antonio, Texas. Here are just a few of the rich benefits you'll enjoy:

Stay ahead of the competition—Conference attendees will be among the first to receive this year's newly revised COS Industry Research Report with the latest industry information. Then stay for the workshop on specific strategies for dealing with future trends.

Network with massage professionals—Enjoy industry exhibits, networking lunches and focus groups. Our panel of professional organizations will give you full access to representatives from the most influential massage therapy organizations.

Ramp up your continued education—Earn continuing education contact hours though John Weeks' opening session, addressing advances in integrated and complementary health care. Then learn highly effective ways to increase your enrollment from Lex Filipowski.

Don't wait! Register today at **www.amtamassage.org/education/COSMeeting-home.html** and join your colleagues for three days filled with valuable industry information and networking opportunities.

STATES REQUIRE LICENSE NUMBERS

Recently, the AMTA National Office contacted state licensing boards about their requirements for listing member information in *AMTA's Find a Massage Therapist*® national locator service.

These states currently require AMTA Professional members to include their massage therapy state license number with their online listing in our locator service:

Alabama	Arizona
Arkansas	Connecticut
Florida	Hawaii
Louisiana	Mississippi
North Carolina	New Mexico
Oregon	South Carolina
Texas	Virginia
Washington	Washington, D.C.

If you're licensed in any of these states and do not have your license number in your locator service listing, please contact the National Office toll-free at 877-905-2700 and press 2, or e-mail us at **info@amtamassage.org.**

MASSAGE THERAPY FOUNDATION

FOUNDATION NEWS

TEACHING RESEARCH LITERACY: A TEACHERS' IN-SERVICE EVENT

The Massage Therapy Foundation will soon launch Teaching Research Literacy, a continuing education opportunity for massage therapy educators and schools. Through this program, the foundation will send a presenter to massage schools to work with the faculty to provide skills and ideas for incorporating the basic principles of research literacy into existing core curriculum. This exciting eight-hour in-service workshop qualifies for NCBTMB continuing education contact hours. For more information on how your school can get involved, contact Alison Pittas, foundation research and grants manager, at 847-905-1667 or **apittas@massagetherapyfoundation.org.**

SANCTUARY RAISES $4,140

Massage Warehouse partnered with Bon Vital, *Massage Magazine*, *Massage Today*, Performance Health, Sa-Wan, Soothing Touch, TH Stone, Unique Skincare and Massage Envy to present the Massage Warehouse Sanctuary at the 2008 AMTA National Convention in Phoenix, Arizona, and raised $4,140 for the foundation.

Sanctuary is the only program of its kind, allowing therapists to try and experience new products from the perspective of a client, receive some well-deserved pampering and raise money for the advancement of massage therapy research. The foundation thanks everyone who participated, and also acknowledges Angie Patrick of Massage Warehouse for her enthusiasm and dedication to this event since its inception in 2006.

BIOTONE CONTINUES SUPPORT

BIOTONE recently pledged $15,000 to support two foundation-funded research and community service projects. This donation marks BIOTONE's third consecutive year of support for the foundation's granting program. Diana L. Thompson, LMP, foundation president, says, "Our research and community service granting programs make it possible to promote collaborative research, deepen the understanding of massage therapy and bring massage to people in need. We are very grateful to BIOTONE for its active participation to ensure important research work continues."

RESEARCH NEWS

The following articles can be accessed at **www.massagetherapyfoundation.org/found_researchnews.html.**

Diane Kempson, a 2005 research grant recipient, recently co-authored "Family Caregiver Provided Massage for Rural-Dwelling Chronically Ill Persons," published in *Home Health Care Management & Practice OnlineFirst.*

Massage Therapy Foundation poster presenter Jean S. Kutner, MD, MSPH, of the University of Colorado Denver School of Medicine, was recently featured in HealthNewsDigest.com in the article "Therapeutic Massage Tops Touch in Relieving Cancer Pain."

CALL FOR MANUSCRIPTS

The editorial board of the *International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice* (IJTMB) invites you to submit a manuscript for consideration to this peer-reviewed, open-access journal. Submission deadline for the June 2009 issue is February 2, 2009. For details please visit **www.ijtmb.org.**

SAVE THE DATE: HIGHLIGHTING MASSAGE THERAPY IN CIM RESEARCH

May 13-15, 2010, Red Lion Hotel, Seattle, Washington

Following the success of the 2005 "Highlighting Massage Therapy in CAM Research" conference, the foundation is excited to announce that a second conference is being planned for spring 2010. More details coming soon.

SHAPE THE FUTURE

As we continue our momentum, serving as a powerful resource for you, your peers and the massage community as a whole, we rely more than ever on your help. As a nonprofit foundation, we operate from funds generated by supportive partners such as you. Your investment keeps us on course. Donate online today at **www.massagetherapyfoundation.org.**

CALENDAR 2009

January 22–24
AMTA COS Leadership Conference and Annual Meeting
San Antonio, Texas
Contact: 877-905-2700, ext. 143
aelston@amtamassage.org

March 7
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 6
AMTA Board of Directors Meeting
Park City, Utah
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 9–12
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 189
mspani@amtamassage.org

September 21–22
AMTA Board of Directors Meeting
Orlando, Florida
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 23–26
AMTA National Convention
Orlando, Florida
Contact: 877-905-2700, ext. 143
aelston@amtamassage.org

October 25–31
National Massage Therapy Awareness Week
nmtaw@amtamassage.org

UPCOMING DEADLINES
February 1, 2009—May/Jun 2009

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:
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CAM Use Popular in U.S.

About 38 percent of adults in the United States use some form of complementary and alternative medicine (CAM) therapy, according to a new nationwide government survey released in December 2008. And while the overall use of CAM therapies has remained steady over the past five years, use of massage therapy has increased more than 65 percent.

This survey was part of the 2007 National Health Interview Survey, an annual study of the health- and illness-related experiences of Americans, and was developed by the National Center for Complementary and Alternative Medicine (NCCAM) and the National Center for Health Statistics (NCHS). It included questions on 36 types of commonly used CAM therapies–10 provider-based therapies, such as acupuncture, chiropractic and massage, and 26 other therapies that do not require a provider, such as herbal supplements and meditation.

The survey results represent the first update of data gathered by NCCAM and NCHS in the 2002 National Health Interview Survey. Comparing the data from the 2002 and 2007 shows significant increases in the use of some specific CAM therapies, such as deep breathing, meditation, massage therapy and yoga.

The 2007 survey marks the first time questions were included on children's use of CAM. Nearly 12 percent–about one in nine–of U.S. children use CAM.

Adults most often use CAM to treat pain, including back pain, neck pain, joint pain, arthritis and other musculoskeletal conditions. Children use CAM most often for back or neck pain, head or chest colds, anxiety or stress, other musculoskeletal problems and attention deficit/hyperactivity disorder (ADD/ADHD).

Children are five times more likely to use CAM if a parent or other relative uses CAM. Other factors in CAM use are similar for both adults and children, such as socioeconomic status, geographic region, the number of health conditions, the number of doctor visits in the last 12 months, and delaying or not receiving conventional care because of cost.

"These statistics confirm that CAM practices are a frequently used component of Americans' health care regimens, and reinforce the need for rigorous research to study the safety and effectiveness of these therapies," says Josephine P. Briggs, MD, director of NCCAM. "The data also point out the need for patients and health care providers to openly discuss CAM use to ensure safe and coordinated care."

FOR MORE INFORMATION: **nccam.nih.gov/news/camstats.htm**
nccam.nih.gov/timetotalk/backgrounder.htm